

# ART C061N: ARTISAN VENTURE PORTFOLIO DEVELOPMENT

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Item	Value
Top Code	050640 - Small Business and Entrepreneurship
Units	0 Total Units
Hours	40 Total Hours (Lecture Hours 16; Lab Hours 24)
Total Outside of Class Hours	0
Course Credit Status	Noncredit (N)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	Yes; Repeat Limit 99
Grading Policy	P/NP/SP Non-Credit (D)

## Course Description

This pivotal class is designed to teach basic artwork presentation and marketing skills, including social networking skills. Traditional student-guided SMART (Specific, Marketable, Attainable, Relevant, and Timely) goals will be integral to formal critiques and peer feedback. SMART goals define Specific, Marketable, Attainable, Relevant, and Timely objectives for the home-based business. Pertinent to the business of art making will be the introduction of web-based sales, social media promotion and blog outreach. In addition to these, students will have hands-on opportunities to help run in the Pop-Up Shop, the Coastline Galleries' new gallery store, as well as participate in all open exhibition and craft fair opportunities provided by the Coastline Gallery. Noncredit. (NOT DEGREE APPLICABLE.) Not Transferable.

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## Method(s) of Instruction

- Enhanced NC Lect (NC1)
- Enhanced NC Lab (NC2)
- Online Enhanced NC Lect (NC5)
- Online Enhanced NC Lab (NC6)
- Live Online Enhanced NC Lect (NC9)
- Live Online Enhanced NC Lab (NCA)